



**2012-13 FALL  
ATTENDANCE  
CHALLENGE**

# **WELCOME TOOLKIT**

**2011 FALL ATTENDANCE CHALLENGE CHAMPIONS**

Aki Kurose Middle School students with Ne-Yo



# letter from the executive director

Dear Educators,

We are thrilled to have you join with Get Schooled for our 2012 Fall Attendance Challenge.

Get Schooled's challenges are designed to do three things:

- motivate young people to stay focused on school
- model new ways of connecting with youth, and
- improve education outcomes

This booklet will help you understand what the fall attendance challenge is, how it works, and what a school needs to do to be successful. Please read through the whole booklet to learn all of the details about the challenge.

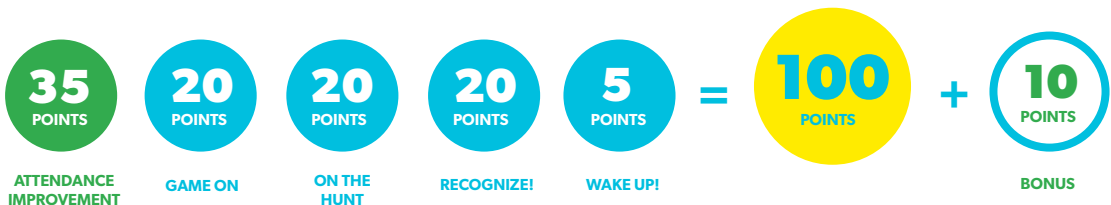
We continue to strengthen our approach and welcome your feedback. We look forward to the fall and will keep you and our website ([getschooled.com/fall-2012-attendance-challenge](http://getschooled.com/fall-2012-attendance-challenge)) updated in the coming weeks.

Marie Groark  
Executive Director, Get Schooled

# CHALLENGE OVERVIEW

OCT 1 -  
NOV 30

The challenge is a friendly competition where schools compete to earn 100 points over two months by improving their attendance and engaging their students in a series of educational 'activations.'



## HOW POINTS ARE EARNED AND DISPLAYED

Points are awarded three ways. Attendance is measured as improvement against each school's own baseline. Improvement greater than 3-4% has historically earned maximum points. Each activation is scored based on participation rate, or the percent of students who log-on and complete each activity (participants divided by enrollment). Finally, bonus points will be awarded (up to 10 points), for efforts that show extra commitment (details on page 13).

All of this is tracked on a public **leader board** that shows the improvement and participation for each school. Students can track their own progress on personalized, private leader boards that show their points and badges. Points can be 'cashed' in for unique real and virtual rewards. Details on prizing appear later in this booklet.

Rewards combine sizzle (celebrity phone calls and in-person visits) and substance (educational resources).



# ACTIVATION OVERVIEW



## A VARIETY OF ACTIVATIONS ANCHOR THE CHALLENGE AND ENGAGE STUDENTS

The challenge will have four primary activations each with a different focus and all will be digital (on-line and/or mobile). Below is an overview of each activation.

- 1. GAME ON** **October 1 - October 19**  
The thrill of gaming is combined with great educational content
- 2. ON THE HUNT** **October 22 - November 2**  
We send students on a daily digital scavenger hunt for great educational resources
- 3. RECOGNIZE!** **November 5 - November 16**  
Students share inspiration from great coaches, principals and teachers
- 4. WAKE UP!** **October 1 - November 30**  
Kids sign up to receive morning wake up calls from favorite celebrities

# ACTIVATION GAME ON

Get Schooled will combine the thrill of gaming with great educational content in the Game On activation

## THE (LIKELY) GAMES



### CIVICS & THE ELECTION

- MTV fantasy election  
*repeat play*
- iCivics' Executive Command game  
*repeat play*

### Game Play

Students will need an estimated 5-10 minutes to play most games, with the civics and election games requiring the most game play time.

Games are intended to show students that gaming and screen time can also be fun learning time.

### LANGUAGE & SPELLING

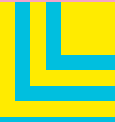
- Popcap's Bookworm  
*repeat play*
- iCivics' People's Pie  
*repeat play*

### MATH & SCIENCE

- The Jason Project's Who am I Simple Machine  
*one time play*
- Cable in the Classroom's Coaster Crafter  
*one time play*

# ACTIVATION TIPS

## GAME ON



**1** Play the games with teams **live at an assembly** and make them interactive (e.g., two teams pretend to be president in Executive Command) and ask the audience (the voters) what they should do (sign or veto bills, go to war or not, etc)

**2** **Incorporate the games** into relevant classes (civics, science, English, etc)

**3** Assign **game play as homework** and include 'what I learned' component

# ACTIVATION ON THE HUNT

The On the Hunt activation is designed to teach students how to access and use online educational resources (with a little celebrity thrown in too) through completing daily scavenger hunt challenges.



Every day Get Schooled will post a new riddle and clues, leading students on hunts to find entertaining and useful resources to help with studying, preparing for college, finding scholarships and more.

Students will search the internet to solve the riddle and return to [getschooled.com](http://getschooled.com) to enter the correct answer. Each challenge should take no more than 2-3 minutes to complete. Students can complete as many of the daily challenges as they want.



# ACTIVATION TIPS ON THE HUNT

**1**

**Incorporate answers/resource sites from the scavenger hunt into lesson plans**

**2**

**Layer in your own local scavenger hunt - pulling in community or school priorities (find great community service options, discover new school clubs, etc)**

**3**

**Test out all 'On the Hunt' resource pages prior to the challenge to make sure they are accessible from your school (GS will provide the list in advance)**

# ACTIVATION RECOGNIZE!

Get Schooled will ask students to Recognize! the great work of their teachers, coaches and administrators. Each day during the 10 day activation, Get Schooled will post themes to encourage students to recognize different educators (coaches, administrators...), and different attributes (humor, energy...).

## RECOGNITIONS FROM LAST YEAR

**Mr. Kaiser** inspires me because he makes gym fun and encourages me to try harder. He is also funny.

**Ms. Mueller** inspires me because her encouragement is a confidence boost and makes me want to put my all into my studies.

**Mr. Foster** motivates me because he pushes me to try my best. He also gives very good examples and presentations. If we fall behind he encourages us to catch up. If we are doing ok, he will tell us to do better. He is why I come to school everyday.



## Submissions

Students will do all recognition on-line. These will be displayed on a digital bulletin board and can be viewed by and shared with colleagues, students, family and friends.

# ACTIVATION TIPS

## RECOGNIZE!



**1**

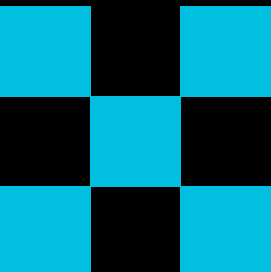
**Announce a loudspeaker encouraging students to submit their nominations online**

**2**

**Highlight on a bulletin board the great things that are being said about your colleagues so the entire school can see it in your hallway**

**3**

**Plan your own recognition at the end of the 2 week period at a school wide assembly**



# ACTIVATION WAKE UP!

Get Schooled is once again teaming up with top celebrities to provide students with weekly wake up calls! As part of the Fall Attendance Challenge, your students can earn points for signing up to receive wake up calls from some of their favorite celebrities.

**GET THE WAKE-UP HOOK UP!**

Sign up for wake-up calls from Mindless Behavior, Victoria Justice, The OMG Girlz, Big Sean, Sean Paul and Terrence J & Rocsi!

MINDLESS BEHAVIOR

WAKE UP AND GET SCHOOLED

In the past, callers have included Nicki Minaj, Ben Stiller, Wiz Khalifa, Mindless Behavior and more! Students complete the Wake Up form on the Get Schooled website by providing their name, email address, phone number and time for their scheduled call.

# ACTIVATION TIPS

## WAKE UP!

1

**Spread the word** - make sure your students know about the calls

2

**Get in the game** - sign up yourself so you can play up who made the calls

3

**Be the voice** - tape your own wake up call and compete to be a wake up voice for Get Schooled



# BONUS POINTS

Bonus points can be earned up to 10% - or 10 points - over and above the 100 point basis. There are two ways that schools can earn bonus points.



➔ **5pts**

Up to five points can be earned when students play a "match the celebrity with higher education quote" game on Alleyoop.com.

➔ **5pts**

Up to five points can be earned when students create and contribute great content for Get Schooled's site. This can include contributions to the digital bulletin board, videos about their school's efforts in the challenge, blog posts, etc.

# PRIZING

Throughout the challenge, we will recognize progress - both for individual students and school.



## INDIVIDUAL PRIZING >>

Students can track their own activities, earn points, vie for badges and cash in for cool Get Schooled rewards in our online store.

## ACTIVATION REGIONAL >>

Schools with the greatest participation in their region for each activation receive gift cards, dance parties, special swag, etc.

## OVERALL REGIONAL >>

The overall top scorer in each region will receive a school-wide event such as a red-carpet movie premiere, concert tickets, etc.

## NATIONAL PRIZING >>

The highest point earner receives a CELEBRITY PRINCIPAL for a day!




# LOGISTICS

## ADMINISTRATOR LOGIN

Get Schooled has created a school administrator tool to make managing your school's participation in the challenge easy, and ensure that you can maximize all of the resources we bring.



**[https://getschooled.com/school\\_administrators/sign\\_in](https://getschooled.com/school_administrators/sign_in)**

-  Enter your attendance data from the prior week
-  See how many more students you need to participate in each activity to maximize points
-  Check out what's next and start planning

You can also find the link to the admin site on the footer of our main web page under "school administrators."





# THE ADMINISTRATOR INTERFACE LETS YOU SEE...

Personalized data tracking  
for your school

**Attendance**  
Attendance improvement week to baseline

This activity ends on 06/06/2012, leaving 3 days to participate.

Your baseline attendance baseline started at **90.65%**, and currently at **93.12%**.

Your school has earned **15** points because your baseline attendance increased by **2.73%**.

Your school needs a **1.09%** increase to earn **20** points.

**Attendance percentage**

Percentage

Entry must be precise up to two decimal places, e.g. 89.75

**Submit**

How many students are  
participating in each activity

**Video Contest**  
Detroit video contest

0 5 10 15

This activity ended on 04/27/2012.

Your school earned **15** points because **5** students completed this activity. Congratulations!

How many points you have  
earned and can earn in each  
activity

**Sporcle**  
trivia quiz

0 5 10 15 20

To reach **10** points, you will need **10** more students to participate.

This activity ends on 05/25/2012, leaving 3 days to participate.

Your school has earned **8** points because **306** students completed this activity.

Your school needs **10** more students to participate to earn **10** points.

# LOGISTICS

## ATTENDANCE TIPS

Get Schooled engagement strategies meet students where they are - how they get and share information, and how they like it delivered. But schools have their own ways of ensuring that students come to school every day on time. And the combination of our efforts and yours leads to significant improvement.

### TIPS TO KEEP STUDENTS COMING TO SCHOOL

- Use data to identify students consistently absent and partner with social service organizations to help reduce barriers
- Create a friendly inter-grade attendance competition for greatest improvement in attendance
- Open the gymnasium or computer lab early and provide students with 'free play' time
- Create a bulletin board highlighting monthly student attendance by class or grade level
- Empower student ambassadors to rally their peers with pep rallies, contests and Get Schooled swag

And remember, we all want to spend time with people who care about us, challenge us, and expect the best from us. This is what students want from their school - so keep up the inspirational work.



# LOGISTICS

## EXPECTATIONS FOR PARTICIPATING SCHOOLS

Administrators can help ensure that the attendance challenge works for their school by doing the following:

1. **Participate** in weekly calls and webinars to help manage your school's involvement and success
2. **Test** getschooled.com and Get Schooled partner sites
3. **Share** the challenge details with your staff - asking them to look for ways to promote activations throughout the challenge
4. **Select** student leaders to help promote the effort
5. **Plan** how you will incorporate the activities into the daily flow of your school
6. **Use** Get Schooled materials - hang posters, play loudspeakers, pass out swag, etc. - effectively
7. **Report** to us your baseline and weekly attendance data on time
8. **Play** - Have fun with the challenge and encourage your students and staff to as well

**WE CAN'T WAIT...** for the challenge to start. Get Schooled will be ready to support you and motivate your students this fall. Be on the lookout for more great materials in mid-September - t-shirts, backpacks, posters, loudspeaker announcements, notebooks, and more!



**GET  
SCHOOLED .COM**

1402 Third Ave #1220  
Seattle, WA 98101  
206.467.4863